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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** MATZ, *et al.*

**Group Art Unit:** 2424

**Application No.:** 10/037,005

**Examiner:** Van Handel, Michael P.

**Filed:** December 21, 2001

**Attorney Docket:** 01442

**Title:** "System and Method For Storing and Distributing Television Viewing Patterns from A Clearinghouse"

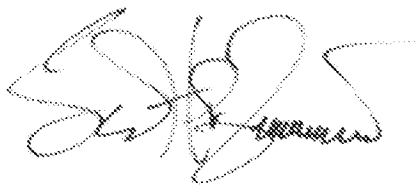
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I hereby certify that this correspondence is being electronically and/or facsimile transmitted to the United States Patent and Trademark Office.

Scott P. Zimmerman

Name of Person Transmitting This Paper

A handwritten signature in black ink, appearing to read "Scott P. Zimmerman", is written over a faint, dotted outline of the same signature.

August 21, 2009

Date of Transmission

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**RESPONSE TO JULY 29, 2009 OFFICE COMMUNICATION**

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Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following amendment and remarks in response to the office communication mailed July 29, 2009. The Assignee respectfully submits that the pending claims distinguish over the cited documents.